

TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF MARCH 2005

VENDOR	DESCRIPTION	AMOUNT
<u>ADVERTISING</u>		
COOKE COMMUNICATIONS	FSHG/DIVE UMB MTG	\$54.50
FLORIDA KEYS KEYNOTER	FSHG/DIVE UMB/TDC MTG	\$146.40
FLORIDA KEYS.COM	2/1-3/1/05	\$1,250.00
THE REPORTER	FSHG/DIVE UMB/TDC MTG	\$67.38
TINSLEY ADVERTISING	OVERTURE DEC04	\$11,782.82
TINSLEY ADVERTISING	GOOGLE DEC04	\$4,590.29
TINSLEY ADVERTISING	GEN FSHG	\$10,948.74
TINSLEY ADVERTISING	GEN ARTS	\$22,979.84
TINSLEY ADVERTISING	PROMO ADV	\$215,479.75
TINSLEY ADVERTISING	DAC 1 ADV CAMPAIGN	\$52,979.49
TINSLEY ADVERTISING	DAC 2 ADV CAMPAIGN	\$3,833.36
TINSLEY ADVERTISING	DAC 3 ADV CAMPAIGN	\$18,940.66
TINSLEY ADVERTISING	DAC 4 ADV CAMPAIGN	\$18,001.37
TINSLEY ADVERTISING	DAC 5 ADV CAMPAIGN	\$17,801.37
		<hr/> \$378,855.97
<u>BRICKS & MORTAR PROJECTS</u>		
FL. KEYS HISTORY OF DIVING	MUSEUM PROJ	\$41,229.43
KEY WEST FILM SOCIETY	TROPIC CINEMA PHASE 3	\$39,533.50
		<hr/> \$80,762.93
<u>VISITOR INFORMATION SERVICES</u>		
KEY WEST CHAMBER OF COMMERCE	FEB05	\$17,250.00
MARATHON CHAMBER OF COMMERCE	FEB05	\$6,666.66
ISLAMORADA CHAMBER OF COMMERCE	FEB05	\$6,666.66
KEY LARGO CHAMBER OF COMMERCE	FEB05	\$7,750.00
KEY WEST BUSINESS GUILD	DEC04-JAN05	\$6,083.32
LOWER KEYS CHAMBER OF COMMERCE	FEB05	\$4,500.00
		<hr/> \$48,916.64
<u>EVENTS</u>		
BLUE WATER PRINTING	LK JAZZ FEST	\$200.00
CELEBRATE	FOUNDERS SOCIETY	\$450.00
CLEAR CHANNEL BROADCASTING	FOUNDERS SOCIETY	\$900.00
COLLECTORS CORNER	CAPT. LEON SHELL TOURN	\$2,310.00
COOKE COMMUNICATIONS	FOUNDERS SOCIETY	\$6,045.90
DINA COYLE	FOUNDERS SOCIETY	\$1,415.00
FL KEYS COMMUNITY CONCERT BAND	POPS IN THE PARK	\$2,782.28
FL MEDIA INC	LK JAZZ FEST	\$837.00
FLORIDA KEYS COMMUNITY COLLEGE	KEYS CHORALE	\$3,245.00
GEMINI PRINTING	CAPT. LEON SHELL TOURN	\$522.50
GRAND VIEW MEDIA GROUP	BP & LK DOLPHIN TOURN	\$450.00
HOLIDAY ISLE RESORT & MARINA	SAILFISH TOURN	\$3,325.00
KEY WEST COUNCIL ON THE ARTS	IMPROMPTU CONCERTS	\$1,185.60
KEY WEST FISHING TOURNAMENTS	RQST4 FY05	\$7,047.50
KEY WEST PLAYERS INC	WATERFRONT PLAYHOUSE	\$5,486.02
KEY WEST SYMPHONY ORCHESTRA	RQST2 FY05	\$5,415.31
KEY WEST THE NEWSPAPER	FOUNDERS SOCIETY	\$360.00
LSM RADIO PARTNERS	CAPT. LEON SHELL TOURN	\$400.00
MURRAY MARINE INC	HOG'S BREATH KING MACK TOURN	\$4,310.00
OFFSHORE INFORMATIONAL	BP & LK DOLPHIN TOURN	\$558.00
PIGEON KEY FOUNDATION	ART FEST	\$7,133.04
PRIMEDIA	BP & LK DOLPHIN TOURN	\$510.00
THE KEY PLAYERS	SEASON 04-05	\$3,748.50
THE WEEKLY FISHERMAN	CAPT. LEON SHELL TOURN	\$390.00
THE WEEKLY NEWSPAPER	CAPT. LEON SHELL TOURN	\$150.00
UPPER KEYS COMMUNITY POOL	ORANGE BOWL SWIMMING	\$15,000.00
US 1 RADIO	FOUNDERS SOCIETY	\$1,060.00
WCNK-98.7 CONCH FM	FOUNDERS SOCIETY	\$300.00
WORLD PUBLICATIONS	BP & LK DOLPHIN TOURN	\$1,345.00

\$76,881.65**OFFICE SUPPLIES & OPER COSTS**

BUSINESS INFORMATION	RECORDING MAINT 12/04-05	\$262.80
C.B SCHMITT REAL ESTATE	FEB05 RENT	\$7,503.60
DIVERSIFIED SERVICES	FEB05	\$345.00
FEDERAL EXPRESS CORP	SHIPPING	\$705.56
M AND M SMALL ENGINE	HIGGS BCH BLOWERS	\$607.98
OFFICE DEPOT	OFFICE SUPPLIES	\$426.43
OLIMAR SAND & GRAVEL	SILICA SAND / HIGGS BCH	\$4,224.00
OROPEZA & PARKS,CPAS	04 TAX RETURN	\$1,150.00
PITNEY BOWES INC	12/30/04-2/28/05	\$302.00
ROBBIE'S SAFE HARBOR MARINA	FEB05 MAINT HIGGS BCH	\$8,747.62
ROBBIE'S SAFE HARBOR MARINA	FEB05 MAINT VET PARK	\$1,338.13
SOFTWARE MANAGEMENT	LIC FEE APR-JUN05	\$935.00
THE HOME DEPOT	HIGGS BCH OPER SUPPLIES	\$79.00
UNITED PARCEL SERVICE	SHIPPING	\$9.64
UNITED STATES POSTAL SERVICE	METER	\$4,147.95
UNITED STATES POSTAL SERVICE	TDC POSTAGE	\$1,804.00
UNITED STATES POSTMASTER	BULK 120	\$681.08
XEROX CORP	FEB05 COPIER	\$512.45
XEROX CORP	FEB05 FAX	\$70.70
		<hr/> \$33,852.94

PERSONAL SERVICES

3406 N. ROOSEVELT BLVD	MAR-APR05	\$87,661.24
		<hr/> \$87,661.24

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	PR EXP	\$65,428.89
STUART NEWMAN ASSOCIATES	FEB05 PR FEES	\$33,075.00
		<hr/> \$98,503.89

SALES & MARKETING

AMEUROP PHONE ASSIST	JAN-FEB05	\$3,000.00
BENEATH THE SEA INC	4 BADGES	\$40.00
BYRD COOKIE COMPANY	KEY LIME COOLERS	\$371.10
CELLET TRAVEL SERVICES	OCT-DEC04 UK EXP	\$260.64
CROSS SPHERE	FARRER-ID# 007239 2005	\$590.00
EQUALITY FORUM INC	BROCH DIST-SUNDAY OUT	\$270.00
FLORAL EXPOSITIONS	POWWOW,NY 5/3-7/05	\$149.90
FLORIDA KEYS.COM	DESTINATION/CULTURAL BROCH CNVSN	\$1,000.00
FREEMAN DECORATING	POWWOW,NY 5/3-7/05	\$1,502.40
GORDON INT'L	WTM04 DIRECTORY	\$135.00
HARGROVE INC	DEST SHWCSE,DC	\$275.96
HOLLY PERKINS	GLTA,NY 3/8/05	\$450.00
HOSPITALITY SALES MARKETING	MEMBER05-MITCHELL/TORTU/FARRER	\$595.00
KERMIT INC	JELLY BEANS	\$126.10
MEADOWLANDS EXPOSITION	ELEC-BTS,NJ 3/18-20/05	\$105.00
MONROE COUNCIL OF THE ARTS	DEC04-JAN05	\$12,083.32
NUT HOUSE CORP	PROMO ITEMS	\$150.00
RECEPTIVE SERVICES ASSN	SFTS,ORLANDO 4/27/05	\$65.00
SMG EXPOSITION SERVICE	BOOTH EXP-BTS,NJ 3/18-20/05	\$5,319.08
SMG EXPOSITION SERVICE	GLBTE,NY 2/24-27/05	\$2,324.91
THE HOLLYWOOD REPORTER	1 YR SUBS	\$195.00
THE MARKET SHARE CO	DEC04-JAN05 ADM FEE	\$3,800.00
THE MARKET SHARE CO	MAIL FULFILLMENT	\$12,071.96
VISIT FLORIDA	UK SLS MSN 6/6-10/05	\$3,750.00
VISIT FLORIDA	BIT,MILAN 2/12-15/05	\$169.70
VISIT FLORIDA	FL ENC,FT.LAUD 10/30-11/2/05	\$1,900.00
		<hr/> \$50,700.07

TELEPHONE & UTILITIES

BELLSOUTH	2961552FEB-MAR05	\$918.66
BELLSOUTH	2941936FEB05	\$236.30
BELLSOUTH	2942901FEB05	\$940.47
BELLSOUTH	2950918FEB05	\$149.95
BELLSOUTH	2966103FEB05	\$735.48

BELLSOUTH LONG DISTANCE	2961552FEB05	\$1,652.13
CINGULAR WIRELESS	5090402FEB05	\$55.79
CITY OF KEY WEST	FEB05 LT HSE	\$1,022.53
CITY OF KEY WEST	FEB05 HIGGS BCH	\$3,031.10
COMPUTER OFFICE SOLUTIONS	FEB05	\$22.00
FCAA	FEB-MAR05 HIGGS BCH	\$3,018.66
FCAA	FEB05 TDC	\$62.91
FCAA	FEB05 HH PARK	\$2,218.63
FCAA	NOV04 HH PARK	\$4,515.96
FLORIDA KEYS ELECTRIC	FEB05 HH PARK	\$1,054.02
KEYS ENERGY SERVICES	MAR05 W MART TOWER	\$10.03
KEYS ENERGY SERVICES	MAR05 TDC	\$332.26
KEYS ENERGY SERVICES	MAR05 HIGGS BCH	\$138.82
KEYS ENERGY SERVICES	MAR05 LT HSE	\$398.11
KEYS SANITARY SERVICE	MAR05 HH PARK	\$863.54
WASTE MANAGEMENT OF FL	MAR05 HIGGS BCH	\$2,761.92
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		\$24,139.27

TRAVEL

DERRICK M TAYLOR	ATE,DC 1/26-31/05	\$441.00
HAROLD WHEELER	MAR05 TVL	\$220.11
JESSICA MAZZOLA	MRA CONF,FT.LAUD 2/16/05	\$873.47
JUTTA FARRER	ITB,BERLIN 3/7-20/05 ADV TVL	\$3,137.14
JUTTA FARRER	ITB,BERLIN 3/7-20/05 FINAL TVL	\$556.95
JUTTA FARRER	FL RDSHW,GERMANY 4/18-22/05 ADV TVL	\$2,288.14
KATHY HOUTZ	MAR05 MTG	\$49.60
KEY WEST TRAVEL CONDO	D.TAYLOR-DC 1/26-31/05	\$188.40
KEY WEST TRAVEL CONDO	S.SMITH-BRAZIL/NY 2/21/28/05	\$1,180.40
KEY WEST TRAVEL CONDO	S.CHILTON-DC 2/27-3/4/05	\$817.40
KEY WEST TRAVEL CONDO	H.WHEELER-TALLAHASSEE 3/20-21/05	\$473.80
LYNDA STUART	FEB05 MTGS	\$227.00
RITA BUCKNER BROWN	LA TDE SHW 4/14-19/05 ADV TVL	\$905.00
SABINE PONS CHILTON	FEB05 TVL	\$94.30
SABINE PONS CHILTON	DC 2/28-3/4/05	\$2,118.68
STACEY MITCHELL	ITB,BERLIN 3/7-17/05 ADV TVL	\$3,775.13
STEVE K SMITH	ITB.BERLIN 3/8-16/05	\$4,636.44
STEVE K SMITH	GLBTE,BRAZIL/NY 2/21-28/05	\$1,182.36
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		\$23,165.32

TOTAL	<u>\$903,439.92</u>
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